

DETAILED ACTION

1. This action is responsive to applicant's amendment dated 7/7/2008.
2. Claims 1, 3, 4, 6, 7, 10-22, 24, 25, 27-28, 31-39, 42, 43 and 45 are pending in the case.
3. Claims 2, 5, 8, 9, 23, 26, 29, 30, 40, 41 and 44 are cancelled.
4. Claim 45 is newly added.
5. Claims 1, 15, 22 and 36 are independent claims.

Applicant's Response

6. In Applicant's response dated 7/7/2008, applicant has amended the following:
 - a) Claims 1, 15, 22 and 36

Based on Applicant's remarks, the following objections previously set forth in Office Action dated 4/7/2008 are withdrawn:

- a) Objection to Drawings

Information Disclosure Statement

7. The information disclosure statement (IDS) submitted on 9/15/2008 is in compliance with the provisions of 37 CFR 1.97. Accordingly, the examiner is considering the information disclosure statement.

Claim Rejections - 35 USC § 102

8. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

9. **Claims 1, 3, 6, 7, 10-16, 18-22, 24, 27-28, 31-37, 39, 42, 43 and 45 rejected under 35 U.S.C. 102(e) as being anticipated by Desai et al. (hereinafter “Desai”), U.S. Patent No. 6,820,204.**

Claim 1:

Desai teaches **in a computing system that is in communication with at least one application, a method for controlling how contact information is provided to one or more applications** (see abstract, Figure 1).

Desai teaches **the method comprising: detecting a request from an application for contact information corresponding to a particular user** (see col. 3 lines 55-62, col. 15 lines 26-36, col. 20 lines 62-63, col. 21 lines 30-41, col. 21 line 55 thru col. 22 line 10- teaches a registered user logging (i.e., detected login request) into an application for contact information (e.g. profile information) corresponding to the registered user).

Desai teaches **upon detecting the request and prior to providing the application with access to the contact information, determining whether the**

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application is authorized to access the contact information (see col. 15 lines 26-40, col. 20 lines 62-63 - teaches determining whether the registered user is authorized to access contact information (e.g. profile information) based on the provided password).

Desai teaches **upon determining that the application is authorized to access the contact information, identifying available contact personas associated with the particular user; each of the contact personas comprising contact information about the user** (see col. 20 lines 62-63, col. 24 line 62 thru col. 25 line 16- teaches upon the registered user successfully logging into the application, custom views (i.e., identified available contact personas) may be displayed to the registered user.

Desai teaches **after detecting the request and prior to providing the application with the requested contact information, informing the user that the application is seeking certain contact information by at least presenting to the user a list of a plurality of selectable contact personas that are each associated with the user and that each contain different contact information about the user** (see col. 24 line 62 thru col. 25 line 16 – teaches selectable custom views (i.e., contact personas) displayed in a scrolling list).

Desai teaches **receiving a user selection of a contact persona from the list of the plurality of contact personas** (see col. 24 lines 62-66 – teaches selecting a custom view (i.e., contact persona) from the list of custom views).

Desai teaches **determining an appropriate format in which the contact information corresponding to the selected contact persona is to be presented to the application; and providing the application with the contact information**

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corresponding to the selected contact persona (see col. 24 lines 62-66, Figure 33 – teaches selecting a custom view and determining an editing format (i.e., appropriate format) of the custom view to be presented and providing the data elements (i.e., contact information) within the selected custom view (i.e., selected contact persona)).

Claim 2: (cancelled)

Claim 3:

Desai teaches **after having detected the request for contact information from an application and after having informed the user that the application is seeking certain contact information, requiring the user to explicitly approve transmission of contact information** (see col. 22 lines 11-20- teaches assigning access privileges (e.g. approve for others to view) to profile information within the views.)

Claim 5: (cancelled)

Claim 6:

Desai teaches **wherein the corresponding contact information to be provided to the application constitutes a subset of the available contact information associated with the selected contacted persona** (see col. 3 line 63 thru col. 4 line 2, col. 24 line 66 thru col. 25 line 16 - teaches profile information (i.e., contact

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information) within the custom views may be a subset of the available profile information).

Claim 7:

Desai teaches **wherein the subset of the available contact information to be provided to the application is selected based on the intended use of the contact information** (see col. 24 line 66 thru col. 25 line 16 – teaches a subset of profile information (i.e., contact information) within the custom view “Business card” which may be selected for the intended use of viewing business information).

Claims 8 and 9: (cancelled)

Claim 10:

Desai teaches **wherein whether the application is authorized to access the contact information is determined based upon one or more authorizations provided in an access control list of the computing system** (see abstract –teaches a access control list (e.g. group of users granted access privileges)).

Claim 11:

Desai teaches **wherein the application requesting information is hosted on a remote system that is in communication with the computing system through the Internet** (see Figure 12).

Claim 12:

Desai teaches **wherein the application requesting the contact information is hosted by the computing system** (see Figure 1).

Claim 13:

Desai teaches **wherein the requested contact information includes at least one of a name and an address** (see col. 12 lines 41-53, col. 13 lines 53-66, col. 25 lines 2-7).

Claim 14:

Desai teaches **wherein the available contact information corresponding to a first contact persona differs from the contact information corresponding to a second contact persona, even though the first and second contact personas both correspond to the same user** (see col. 5 lines 8-18, col. 6 lines 32-35, col. 8 lines 2-3).

Claim 15:

Desai teaches **in a computing system that is in communication with at least one application, a method for controlling how the contact information is provided to one or more applications** (see abstract, Figure 1).

Desai teaches **the method comprising: in response to a request for contact information by an application and prior to providing contact information to the application, informing the user that the application is seeking certain contact information** (see col. 24 line 62 thru col. 25 line 16 – teaches selectable custom views (i.e., contact personas) displayed in a scrolling list).

Desai teaches **by at least providing an interface object which, when selected, displays a list of a plurality of individually listed and selectable contact personas that are each associated with the user** (see Figures 24, 29, 33 – teaches the custom views to be listed on a web page and the chart shows the hierarchy of pages). Examiner interprets the “next page element” on the on a prior page of the web page of custom views to be equivalent to the interface object in the recited claims because selecting the “next page element” interface object may result in displaying the web page of custom views. Examiner notes that a member’s name may serve as a interface object because once selected, selectable views are displayed (see col. 27 lines 37-53)

Desai teaches **in response to the user selecting the interface object, displaying the plurality of contact personas and allowing the user to select one of the contact personas for which corresponding contact information is to be provided to the application** (see col. 24 line 62 thru col. 25 line 16 – teaches selectable custom views (i.e., contact personas) that may the corresponding profile information (i.e., contact information)).

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Desai teaches **wherein the corresponding contact information for a first contact persona in the displayed list of contact personas differs from the contact information for a second contact persona in the list of contact personas, even though the first and second contact personas are both associated with the user** (see col. 24 line 62 thru col. 25 line 16 – teaches selectable custom views capable of different profile information).

Desai teaches **in response to receiving a user selection of a particular contact persona from the list of contact personas, displaying the contact information corresponding to the selected contact persona; enabling the user to modify the contact information corresponding to the selected contact persona;** (see col. 24 lines 62-66, Figure 33 –teaches selecting a custom view and determining an editing format (i.e., appropriate format) of the custom view to be presented and providing the modifiable data elements (i.e., contact information) within the selected custom view (i.e., selected contact persona)).

Desai teaches **upon the user approving the contact information, providing the respective contact information corresponding to the selected contact persona to the application** (see col. 22 lines 3-10, col. 24 line 62 thru col. 25 line 16 - teaches editing, reviewing and saving (i.e., approving) profile information of a selected custom view).

Claim 16:

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Desai teaches **wherein the plurality of listed and selectable contact personas includes at least a business persona, a personal persona, and an anonymous persona** (see col. 12 lines 41-53, col. 13 lines 53-66, col. 25 lines 2-7).

Claims 18-20:

Claims 18, 19, and 20 are method claims and are substantially encompassed in method claims 11, 12 and 13 respectively; therefore the method claims are rejected under the same rationale as method claims 11, 12 and 13 above.

Claim 21:

Desai teaches **wherein the contact personas are associated with a logged on user of the computing system** (see col. 20 lines 60-63, Figure 22 – teaches registered users must log in to their associated access custom views (i.e., contact personas)).

Claims 22 and 24:

Claims 22 and 24 include a program embodied on a computer readable medium to implement the steps that are substantially encompassed in method claims 1 and 3 respectively; therefore the claims are rejected under the same rationale as method claims 1 and 3 above.

Claim 23: (cancelled)

Claim 26: (cancelled)

Claims 27 and 28:

Claims 27 and 28 include a program embodied on a computer readable medium to implement the steps that are substantially encompassed in method claims 6 and 7 respectively; therefore the claims are rejected under the same rationale as method claims 6 and 7 above.

Claims 29 and 30: (cancelled)

Claims 31-35:

Claims 31-35 include a program embodied on a computer readable medium to implement the steps that are substantially encompassed in method claims 10-14 respectively; therefore the claims are rejected under the same rationale as method claims 10-14 above.

Claims 36, 37 and 39:

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Claims 36, 37 and 39 are substantially encompassed in method claims 15, 16 and 18 respectively; therefore claims 36, 37 and 39 are rejected under the same rationale as method claims 15, 16 and 18 above.

Claims 40 and 41: (cancelled)

Claim 42:

Desai teaches **wherein the plurality of listed and selectable contact personas also includes an e-commerce persona** (see col. 25 lines 8-11).

Claim 43:

Claim 43 includes a program embodied on a computer readable medium to implement the steps that are substantially encompassed in method claim 42; therefore the claim is rejected under the same rationale as method claim 42 above.

Claim 44: (cancelled)

Claim 45:

Desai teaches **wherein the method further includes displaying a graphical user interface object within an application interface associated with the application requesting the contact information, the graphical user interface object comprising a selectable object which, when selected by the user, displays the list**

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comprising the plurality of selectable contact personas that are each associated with the user and that each contain different contact information about the user (see Figures 24, 29, 33 – teaches the custom views to be listed on a web page and the chart shows the hierarchy of pages). Examiner interprets the “next page element” on the on a prior page of the web page of custom views to be equivalent to the interface object in the recited claims because selecting the “next page element” interface object may result in displaying the web page of custom views. Examiner notes that a member’s name may serve as a interface object because once selected, selectable views are displayed (see col. 27 lines 37-53)

Claim Rejections - 35 USC § 103

10. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

11. Claims 4, 17, 25 and 38 are rejected under 35 U.S.C. 103(a) as being unpatentable over Desai as cited above, in view of Barrett et al. (hereinafter “Barrett”), U.S. Patent No. 6,581,059 B1 of record.

Claim 4:

Desai fails to expressly teach displaying a privacy value proposition to inform the user what the contact will be used for.

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However, Barrett teaches **after having detected the request for contact information from an application, displaying a privacy value proposition to inform the user what the contact information will be used for** (see col. 2 lines 1-3, col. 6 lines 22-26, col. 8 lines 18-22).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the requests for access as taught by Desai to include a privacy value proposition as taught by Barrett to provide the benefit of allowing a user to grant access privileges based on the requestor's privacy practices (see Barrett; col. 2 lines 1-3).

Claim 17:

Desai fails to expressly teach privacy policies.

However, Barrett teaches **wherein the respective contact information is displayed with one or more privacy policies of the application that specify at least one of how and when the contact information will be used by the application** (see col. 2 lines 1-3, col. 6 lines 22-26, col. 8 lines 18-22).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the profile information as taught by Desai to include privacy policies as taught by Barrett to provide the benefit of allowing a user to grant access privileges based on the requestor's privacy practices (see Barrett; col. 2 lines 1-3).

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Claim 25:

Claim 25 includes a program embodied on a computer readable medium to implement the steps that are substantially encompassed in method claim 4; therefore the claim is rejected under the same rationale as method claim 4 above.

Claim 38:

Claim 38 includes a program embodied on a computer readable medium to implement the steps that are substantially encompassed in method claim 17; therefore the claim is rejected under the same rationale as method claim 17 above.

Response to Arguments

12. Applicant's arguments with respect to claims 1, 3, 4, 6, 7, 10-22, 24, 25, 27-28, 31-39, 42, 43 and 45 have been considered but are moot in view of the new ground(s) of rejection.

Conclusion

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Henry Orr whose telephone number is (571) 270 1308. The examiner can normally be reached on Monday thru Friday 8 to 4.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Doug Hutton can be reached on (571) 272-4137. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a

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USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

10/15/2008

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